Global Knowledge Management

U N I V E R S I T Y   O F   U T A H

CENTER

Since its inception in mid- 2003, the Global Knowledge Management Center (GKMC) has been defining, creating, and offering technologies, products and services based on data mining and optimization methods that enhance and sustain return on investment in data. The Center has selected web optimization as the initial application domain of its technologies, before expanding the scope to include homeland security, bio-medical, financial and marketing applications.

TECHNOLOGY

GKMC has focused on the following process for selecting and creating our technologies/products/services:

- Developing or applying data mining algorithms that discover patterns or relationships useful for better understanding problems, performance evaluations and solutions automation.
- Defining and evaluating meaningful metrics to better assess or predict the states of the world pertaining to important problems. Such metrics typically are dependent on the discovered patterns.
- Developing automated algorithms that optimize or enhance the states in a problem domain.

ACCOMPLISHMENTS

One major accomplishment of the Center this year has been to develop automated solution algorithms to provide web site operators with automated suggestions of ways to improve their site's performance. During this year the center Completed a pre-beta version of the Aculink software system that provides link recommendations and link performance metrics using the Link Selector algorithm and developed and tested a variety of new algorithms to improve the value of the system.

In addition, the Center developed and evaluated web-based and email-based investment recommendation sharing workflow for potential value to financial knowledge management and decision support. This technology could evolve into investment recommendation and knowledge management portal for the large Internet community.